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Return this registration form to:

CT District Export Council
c/o U.S. Dept. of Commerce
213 Court Street, Suite 903
Middletown, CT 06457

With check enclosed payable to:

CT District Export Council

For more information phone:

860-638-6950

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SPECIAL SEMINAR REGISTRATION FORM

Selling to the European Union: The CE Mark

August 1, 2005 - Middletown, CT

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The European Union: CE Mark Requirements

SPECIAL SEMINAR

Selling to the European Union: The CE Mark



MONDAY AFTERNOON
August 1, 2005

Sponsors:

CT District Export Council

CT Dept. of Economic & Community Development

U.S. Dept. of Commerce – Middletown
Export Assistance Center

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*This training program is made possible through
funding received from the European Commission*

ABOUT THE CE MARK

The CE mark is a mandatory legal requirement for most machinery, electric and electronic products, medical devices, toys and many other types of products sold or put into service in the European Union (EU). If you wish to export to the EU you must meet, fully or partially, the requirements of the CE Mark.

The European Commission describes the CE Mark as a “passport” that allows manufacturers to trade industrial products freely within the international market of the EU. The letters “CE” indicate that the manufacturer has undertaken all assessment procedures required for the product.

The CE Mark is not a quality mark and does not indicate conformity to a standard, rather it indicates conformity to the legal requirements of the EU Directives.

Date: Monday, August 1, 2005

Time: 1:00 pm to 4:00 pm

Place: Middlesex Corporate Center
213 Court Street, 2nd Floor Conference Room
Middletown, CT 06457

Registration Fee: \$45 (Includes hand-out material and refreshments)

Directions: Rt. 9 South to exit 15 (Route 66)
Drive to first light and
turn left onto Main Street.
Take next right onto Court Street (one way).
Parking garage is on left. Bring the parking
ticket with you for validation.

For additional information call: 860-638-6950

Benefits of the CE Mark

European Market Growth Potential

Complete market access to 28 European countries under one uniform set of product requirements. Additional European countries are expected to mandate CE marking in the near future.

Lower Product Liability Risks

Products complying with CE marking requirements may enjoy lower product liability judgments in the case of an accident or injury. Companies that CE mark products for sale within the United States may also enjoy a lower exposure to product liability risks.

Enhanced Product Design

Going through the steps in the CE marking will result in a thorough review of your product design and manufacturing process. These steps may bring about a new, innovative, and/or cost effective design.

Improved Production

Some of the conformity assessment modules require the existence of quality assurance programs. Used intelligently, these systems can simplify procedures, lower costs and improve product quality.

CE Marking in the United States

Many companies are indirect exporters. They manufacture products and components for other U.S. manufacturers for export to EU countries. CE marking products and components for sale in the United States will lower the ultimate manufacturers landed cost. This will give the company a competitive advantage within the U.S. market.

FOCUS OF THE SEMINAR

This half-day seminar presents an overview of European technical regulations and the CE marking product compliance system. This “CE Mark” seminar is designed to help manufacturers, suppliers, and other product oriented organizations understand the benefits, challenges and implications of the CE Mark. Also covered are European marketing considerations and trends in regulation and conformity assessment.

- Overview of European technical harmonization and CE marking
- The benefits and challenges of CE marking your product
- How CE marking will affect your product
- Enforcement of the CE marking system
- How to minimize the costs associated with CE marking
- European marketing and distribution considerations
- Penalties for being non-compliant in a European country
- European marketing and technical harmonization

SPEAKER: DAVE HANSON

Dave Hanson is co-founder and technical director of the Center For International Regulatory Assistance (CITRA) at Duquesne University, Pittsburgh, PA. He has written extensively on international business, including two books on CE marking. He served as an officer in the US Navy, an international admiralty litigator with a New York law firm and as an attorney-advisor for legislation with the Maritime Administration in Washington, D.C. He currently is an Associate Professor of International Business in the Donahue Graduate School of Business at Duquesne University. He has a Ph.D. from the University of Florida and a law degree from the University of Michigan.